

August 31, 2012

To: Executive Board

Subject: **Silver Streak and Silver Line Coordination - Metro Day Pass**

**Recommendation**

Authorize the inclusion of Metro's Day Pass among the Metro fare media types accepted on Foothill Transit's Silver Streak during the one-year Silver2Silver promotional period.

**Analysis**

At their meeting on June 8, 2012, Foothill Transit's Governing Board authorized the Executive Director to implement the Silver Streak Promotional Fare Reduction detailed below.

<b>Fare Type</b>	<b>Current</b>	<b>Approved</b>
<b>Cash</b>	\$2.75	Decrease fare to \$2.45
<b>Foothill Transit Passes</b>	Honored only on Foothill Transit buses	Honored on Foothill Transit buses and Metro Silver Line buses
<b>Metro Multi-day Transit Passes</b>	Honored only on Metro buses	Honored on Metro buses and Foothill Transit Silver Streak buses
<b>31-Day Foothill Transit Passes</b>	\$22.00 – \$170.00	Maintain pass prices Reduce upcharge costs
<b>EZ transit Pass</b>	\$35.00 - \$194.00	Accept Zone 2 EZ transit Pass at El Monte Station Westbound  Accept Zone 2 or 3 EZ transit Pass from Downtown Los Angeles Eastbound
<b>EZ transit Pass Upcharge</b>	\$1.50	Match upcharges depending on passes used
<b>Student/Senior/Disabled/Medicare</b>	\$2.75	\$1.15 all day

In the intervening months since the Governing Board authorized this action, dialog has continued between representatives of Metro and Foothill Transit, and Metro staff has requested that Foothill Transit consider accepting Metro's Day Pass on Silver Streak

Executive Board Meeting – 8/31/12  
Silver Streak and Silver Line Coordination - Metro Day Pass  
Page 2

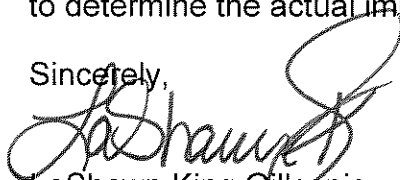
service. This would be in addition to the fare types included in the table above. Metro's Day Pass was not previously included as it was believed that the fare differential between the Silver Streak's cash fare and Metro's Day Pass would serve to reduce cash fare boardings and revenue on Silver Streak. On August 1, 2012, Metro raised the price of their Day Pass from \$5.00 to \$6.00. This action reduces the likelihood that a customer would purchase a Metro Day Pass to complete an eastbound trip originating in Downtown Los Angeles. Its inclusion as an accepted means of payment on Foothill Transit's Silver Streak will give Metro Day Pass holders the choice of boarding a Silver Streak if there was overcrowding on Metro's Silver Line or in those cases where a Foothill Transit Silver Streak coach will depart before a Metro Silver Line coach, further creating seamless regional travel along the Silver Corridor.

Estimates of the total fare revenue impact are \$324,000 per year; however, it is estimated that ridership on Foothill Transit's Silver Streak will increase by as much as ten percent this does not take into account the projected ten percent increase in ridership on Foothill Transit's Silver Streak that, if realized could reduce the fare revenue impact based on farebox collections.

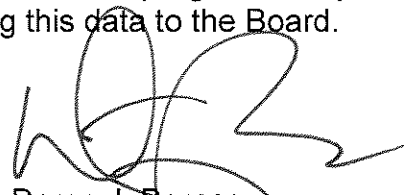
## Fiscal Impact

Accepting the Metro day pass is expected to have a minimal impact on Foothill Transit's fare revenue. We will be monitoring all fare transactions as this program is implemented to determine the actual impact and we will be reporting this data to the Board.

Sincerely,



LaShawn King Gillespie  
Director of Planning



Doran J. Barnes  
Executive Director